

Subject: New insurance for people with diabetes + \$5,000 contest

Hi [Client name],

I/We hope you're well. I/We have news that might interest you. If you hadn't heard, Sun Life now offers life insurance made just for Canadians with diabetes. You can only get this at Sun Life.

I/We know that people living with diabetes often have trouble getting insurance. The process can be frustrating. I/We can assure you that Sun Life has made it easier and takes your health situation into account.

Bonus: If you apply for life or critical illness insurance by December 31, 2025, you can enter to win \$5,000!* Sun Life will also donate \$5,000 to a charity that helps people living with diabetes.

This might be a good time for you or someone you know to look at insurance options. Sun Life understands and values Clients living with diabetes.

Want to talk about this? I'm/We're here to answer questions and help if you're interested.

Feel free to share this with anyone who might find it useful.

Thanks,

[Advisor name + disclaimers]

*Terms and conditions apply. Contact me/us to learn more.